

**The mobile marketing ads have reached the next level
The solution of T-Systems has been introduced first in our country**

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Hungary is the first market where Deutsche Telekom, present in 13 countries in Europe, is implementing its new mobile marketing services, revolutionizing the marketing and renewing consumers behaviour – was announced at the press conference in Budapest. The technical background of this disruptive solution in our country will be provided by IT Services Hungary Kft. (ITSH), the largest ICT employer of Hungary.

“Is your restaurant / café / shop often empty in the afternoon between 3 and 5pm? Invite your customers with an attractive discount exactly at that time!”

“You have products which will expire soon? Tell everyone nearby that you are selling them with 30% discount!”

“No space for new arrivals due to the previous ones? Send your special offers to those who just rushed though the mall and haven’t seen your sales offering in the shop window!”

“You have brand new products that you would like to inform potential customers about? Tell them as soon as possible with the help of our location based mobile marketing solution!”

These and similar useful examples have been used by experts of T-Systems International and its Hungarian subsidiary ITSH at the press conference in Budapest to illustrate the common marketing challenges for which from now on the innovative and cost efficient Location Based Mobile Marketing (LBMM) product will offer a cost efficient solution in Hungary too.

The new service is already successful as location based mobile marketing in America and UK. The mobile subscriber is being only alerted in the vicinity of the given shop without disturbing the subscriber with dozens of ads and the subscriber decides where and when the service shall be used. In addition the program is intelligent, if someone doesn’t like a particular type of interest then the system learns from this behaviour.

Csaba Bóthe, CEO of IT Services Hungary (ITSH) underlined that it is not the American or British system that has been taken over, the program was developed by Hungarian experts, as the local circumstances and conditions are different from country to country. The development of the program began a year ago. During a four-month test period fifty thousand subscribers used the system.

Szalontai Katalin Vigné, Director of Wholesale at Magyar Telekom hopes, based on the example in UK, that the three Hungarian Mobile Network Operators will join their forces to operate the service. As we know, the negotiations shall start soon.

http://magyarhirlap.hu/cikk/5166/Uj_szintre_emelkedett_a_mobilmarketing_reklam